

FOR IMMEDIATE RELEASE

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Fibrant Adds RedZone to NFL Network Line-up

RedZone Brings Most Important Moments and Live Action from Inside 20-Yard Line

Salisbury, NC, October 13, 2011 – Fibrant Communications is proud to announce the addition of NFL RedZone to its current NFL Network line-up. The RedZone channel, produced by NFL Network, allows fans to take the guesswork out of keeping up with all of the Sunday afternoon games. When a team goes inside the 20-yard line, NFL RedZone takes fans there and delivers touchdowns and exciting moments in high definition, as they happen on the field. The channel, available at Fibrant's Classic video level or higher, provides fans with up-to-date coverage in real time. RedZone switches from game to game with live look-ins, highlights, and the opportunity to view key plays.

Jim Behmer, Interim Director for Fibrant said, "NFL RedZone is an outstanding addition to our current Fibrant channel line-up. RedZone is hosted by NFL Network's own Scott Hanson and delivers game action, up-to-the minute fantasy stats, extended highlights, and more. Fans will enjoy seeing key plays and exciting moments as they happen. RedZone is dedicated to sharing the key interceptions, long passes for touchdowns, breakout runs, and goal line stands. Fans will receive a premier Sunday afternoon experience with RedZone's non-stop action. Behmer notes that RedZone provides the perfect complement to Fibrant's NFL Network channel. "At Fibrant, our goal is to listen intently to customer feedback and to respond to their needs. We have received numerous requests for NFL RedZone and it is our pleasure to provide this exciting channel for our loyal Fibrant customers. The combination of NFL Network and NFL RedZone provide Fibrant sports fans with the complete NFL experience."

Fibrant currently provides installation of Internet, TV, and telephone services exclusively for residents and businesses within the Salisbury city limits. Triple-play packages, including all three Fibrant services, begin at \$97 per month. New subscribers may call 704-216-7567 or email info@fibrant.com to request services. Residential rates for Fibrant's broadband services are as follows:

Mbps	Price
15x15	\$45 (Fibrant's Base Access Speed)
25x25	\$65
50x50	\$85
75x75	\$105
100x100	\$125

Fibrant offers a discount for customers who bundle TV, Internet, and phone services for a savings of \$30 per month. Free whole-house DVR service is included with the majority

of TV packages. To learn more about fibrant services, please visit www.fibrant.com.

The City of Salisbury is an equal opportunity employer with over 180 different job classifications and 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury's Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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